

ORDER



WZZM 13

Orders
Order / Rev: 725858
Alt Order #: 6400337
Product Desc: Hoekstra for US Senate
Estimate:
Flight Dates: 10/31/12 - 11/04/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Brabender Cox Mihalke/ POL
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA. 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Hoekstra,P/ R/ US Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/02/12	17	\$11,445.00	\$9,728.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$11,445.00	\$9,728.25	0.00
Totals	17	\$11,445.00	\$9,728.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	11/01/12	11/02/12	M-F 6-7a M-F Morning News	CM	6-7a	---TF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$600.00		0.00			
2	WZZM	10/31/12	11/02/12	M-F 7-9a M-F Good Morning America	CM	7-9a	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$600.00		0.00			
3	WZZM	10/31/12	11/02/12	M-F 12-1230p Noon News	CM	12-1230pm	--WTF--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$500.00		0.00			
4	WZZM	10/31/12	11/02/12	M-F 1230-1p Judge Judy	CM	1230-1p	--WTF--	:30	3	\$165.00	P-1	0.00	NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$165.00		0.00			
5	WZZM	10/31/12	11/02/12	M-F 530-6pm M-F News	CM	530-6p	--WTF--	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$650.00		0.00			
6	WZZM	10/31/12	11/02/12	M-F 6-630p M-F News	CM	6-630p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$1,500.00		0.00			

